

# Dodge Rock 'n' Roll Virginia Beach Half Marathon, Presented by SunTrust



Virginia Beach  
September 3 – 5, 2010

"The tenth annual Rock 'n' Roll Virginia Beach Half Marathon, presented by SunTrust will take over the oceanfront on Labor Day weekend. Participants will celebrate their walk, run or relay at the Pat Benatar and REO Speedwagon headliner concert!

The Rock 'n' Roll Virginia Beach Half Marathon is committed to reducing waste and promoting behaviors that encourage the sustainability of the earth's finite resources. By conserving, reusing and recycling, we strive to minimize our environmental impact."



## CORE ACTIVITIES for Green Attractions

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
  - aluminum cans and cardboard
- ☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:
  - Do not use any disposable containers, dishware, cutlery, or cups
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence and forms
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
  - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
    - Food service*
    - Donate excess food from events
    - Provide condiments, cream and sugar, etc. in bulk
    - Use water pitchers to minimize the use of single-use bottles
    - Logistics*
    - Encourage the use of mass-transit and/or carpooling to the event
    - Provide for recycling of boxes and other set-up wastes
    - Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)

- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event’s webpage highlighting all of our green activities

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For more information on the Dodge Rock 'n' Roll Virginia Beach Half Marathon, presented by SunTrust, see [www.virginia-beach.competitor.com](http://www.virginia-beach.competitor.com) or contact Megan Bitsoff at [mbitsoff@competitorgroup.com](mailto:mbitsoff@competitorgroup.com) or 858-450-6510.

**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established “core activities” specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/virginiagreen](http://www.deq.virginia.gov/p2/virginiagreen) or [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

